

## CLAIMS

1. A method for creating a message campaign, said message campaign allowing the creation  
5 of a plurality of different messages to targeted audiences, wherein a specific targeted audience receives a selected one of said plurality of different messages based upon criteria of said specific targeted audience, said method comprising:
  - providing a plurality of media segments, said media segments for assembly into said  
plurality of different messages to targeted audiences, wherein at least one of said media segments  
10 is interchangeable with another one of said media segments;
  - providing assembly information regarding how said plurality of media segments may be  
assembled to create said plurality of different messages to targeted audiences; and
  - associating said assembly information with said plurality of media segments.
- 15 2. The method of claim 1 wherein a message for a specific targeted audience is assembled at a later time, said message being assembled based upon said assembly information, said plurality of media segments, and on information regarding said target audience.
3. The method of claim 2 wherein at least one media segment used to assemble one of said  
20 specific messages is created at said later time.

4. The method of claim 2, wherein said assembly information includes rules for use at said later time, said rules for use in determining which of said plurality of said media segments to use in assembling a message for said specific targeted audience, based on said information regarding said target audience.

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5. The method of claim 4 wherein said rules include default conditions for determining which of said plurality of said media segments to use when no appropriate information regarding said target audience is available.

10 6. The method of claim 1 wherein said media segments include audio, video, voice overs, and background music.

7. The method of claim 1 wherein a subset of said plurality of media segments form a default generic message.

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8. The method of claim 1 wherein said assembly information includes data representing time segments; said media segments, and conditions.

9. The method of claim 2 wherein said message for a specific targeted audience is  
20 assembled in a set top box for a television receiver contemporaneously with displaying said message to said specific targeted audience.